

Indiana Injury Prevention Advisory Council/  
Indiana Trauma Taskforce Injury Prevention Subcommittee  
August 10, 2010  
9 am - 4 pm  
Indiana State Department of Health, Conference Room 8-T-1

**Present:** Dawn Daniels, Jodi Hackworth, Vickie Meyer, Nena Ray, Barbara Cole, Mary Raley, Wendy St. John, Alice Blakesly, Gene Reiss, Tracy Pettit, Mary Addison, Angela Plank, Vickie Stuffel, Dawn Sullivan-Wright, Karen Stroup (afternoon)

**Conference Call-in:**

Item	Discussion	Decision/Conclusion	Action Needed
Welcome and Brief Introductions			
Review of minutes	Review of minutes from June 10, 2010		
9:15-10:45 Adding Power to Our Voices: The CDC's Media Framing Guide for Communicating Injuries	A. Methods of Communication B. Overview of Coordinated Communication C. Framing the Message <ul style="list-style-type: none"><li>a. Definition of Framing</li><li>b. Interrelationship between framing and communication</li><li>c. Developing a Framework and Messaging<ul style="list-style-type: none"><li>i. Level 1: Big ideas, common cultural values</li><li>ii. Level 2: Describe what the world looks like</li></ul></li></ul>	The CDC's webinar on the Framing Guide for Communicating Injuries was reviewed and discussed by the group.	

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	<p>iii. Level 3: Programming and messaging that connects the two</p> <p>d. Social Math</p> <p>D. Application to Real World Injury Messages: Now it is your turn (workgroup time to develop message and social math for their injury prevention program)</p>		
<p>11:00-12:00 Program Evaluation Part 1: Why is Evaluation Needed?</p>	<p>A. Definition of Evaluation</p> <p>B. Reasons to Perform Evaluation</p> <p>C. Overview on Types of Evaluation</p> <ul style="list-style-type: none"> <li>a. Formative Evaluation</li> <li>b. Process Evaluation</li> <li>c. Impact of Evaluation</li> <li>d. Outcome Evaluation</li> </ul> <p>D. Key Steps in Evaluation</p> <ul style="list-style-type: none"> <li>a. Define objectives</li> <li>b. Define target population</li> <li>c. Determine information to be collect</li> <li>d. Choose appropriate methods to collect the information</li> <li>e. Design and test methods to collect the information</li> </ul>	<p>Stipda and Savir's webinars on evaluation were viewed by the group.</p>	

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	<ul style="list-style-type: none"> <li>f. Collect raw information</li> <li>g. Process raw information</li> <li>h. Analyze processed information</li> <li>i. Report results</li> </ul>		
12:00-1:15	Lunch: On your own		
1:15-2:15 Program Evaluation Part 2: Practical Applications of Evaluation on the Ground	<ul style="list-style-type: none"> <li>A. Challenges in Performing Evaluation               <ul style="list-style-type: none"> <li>a. Time</li> <li>b. Money</li> <li>c. Skill Level</li> <li>d. Inadequate number of personnel</li> <li>e. Conflicting organizational priorities</li> </ul> </li> <li>B. Application of Evaluation to Real Life Programs               <ul style="list-style-type: none"> <li>a. Formative Evaluation Techniques</li> <li>b. Process Evaluation Techniques</li> <li>c. Impact Evaluation Techniques</li> </ul> </li> <li>Outcome Evaluation Techniques</li> </ul>		
2:30-4:00	Discussion of Stat Visit Results and Next Steps	An overview of the Stat Visit results were reviewed by the committee. A lengthy discussion occurred about the role of the committee in relationship to ISDH. There was concern that we continued to operate in a vacuum without	Dawn to meet with ISDH to discuss future of injury prevention at ISDH.

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		<p>dedicated injury prevention personnel at ISDH. The group opted to continue meeting for at least November and further discussion would occur. Until then, the group will continue to focus on injury prevention activities that would also be applicable to their current positions and institutions as well as for the state.</p> <p>The group felt that a broad statewide survey of injury prevention activities would be beneficial. Dawn will work with Jodi to gather information</p>	
Next Meeting	November 18 10-12 at ISDH		

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